



# Vrittika

**The IMI Bhubaneswar  
Newsletter**

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# FOUNDATION DAY 2025

IMI Bhubaneswar Celebrates 16 Years of Excellence



IMI Bhubaneswar celebrated its 16th Foundation Day on 13th November 2025, starting at 5:00 PM at IMI B. The event started with a traditional lamp lighting ceremony that was immediately followed by an invocation of Lord Ganesh through a song.

The highlight of the event was the very inspiring speech by Dr. Rajesh Tandon, Founding President of PRIA and Co-Chair of the UNESCO Chair in Community Based Research and Social Responsibility in Higher Education. He stressed on the importance of learning with the heart, serving with the spirit of the duty and making the world a better place.

During the event, the institute honoured their faculty and staff members who have been associated with IMI for more than ten years. Besides that, both teaching and non-teaching staff received a small gift from the Chief Guest, as a symbol of their acknowledgment of the invaluable work done by them.

# DEGREES & DREAMS

IMI Bhubaneswar celebrates academic excellence at its 13th Convocation, marking the promise of tomorrow.



December 13, 2025 felt different at IMI Bhubaneswar. The campus had a distinct energy as families gathered to watch 193 PGDM students and one FPM scholar from the 2023–2025 batch graduate.

Mr Saurabh Vatsa, Managing Director of Nissan Motor India, didn't deliver a typical corporate speech. He focused on what actually matters integrity when nobody's watching, staying curious beyond the classroom, and learning more from failures than successes. Dr Himadri Das and Prof. P.C. Biswal reinforced this, reminding everyone that a degree isn't the destination.

The awards recognised genuine effort. Utsav Parakh received both the Gold Medal and Dr Rama Prasad Goenka Award. Darshna Mishra earned the Silver Medal, while Sweta Jha took home the Director's Medal. Priyanshi Jaiswal, Saswat Patel, and Afrin Khatun were honoured for outstanding internship work.

What resonated most wasn't just the ceremony itself. It was seeing students who'd arrived as strangers two years ago now leaving as a close group, ready for whatever challenges lie ahead.

# STRENGTHENING GLOBAL STANDARDS

The AACSB International visit highlights IMI Bhubaneswar's journey toward world-class accreditation.



A very proud moment for IMI - Bhubaneswar, Mr. Prathap Das , Regional Head -South Asia AACSB International visits our campus. This marks a significant milestone for the institution towards our goal for international academic standards. A very engaging and fruitful session was held by Mr Das with both administrative and faculty staff members where he shared valuable insights on the role of AACSB accreditation. The meeting was informal in order to engage the audience and make them understand the importance of the session. The meeting was marked by active engagement and strong teamwork. Furthermore, discussion about the different sessions highlighted the institute's dedication to empower the future leaders. The meeting came to an end with a celebratory high tea indicating a successful and insightful visit. We are thankful to Mr Prathap Das for his guidance, support and transforming the Institution towards its goal.

# EXPANDING OUR ACADEMIC FRATERNITY

IMI Bhubaneswar with warm heart welcomes Dr. Vaishnavi Gautam as an Assistant Professor in Organizational Behaviour and Human Resource Management.



Dr. Vaishnavi holds a PhD from IIM Kashipur, where her doctoral research examined the evolving nature of Human Resource Management in gig and platform-based work contexts. Her academic work is grounded in strategic HRM, the future of work and technology mediated employment relationships.

Having joined the institute on 15 December 2025, Dr. Vaishnavi Gautam adds significant academic strength to the domain of HR and OB at IMI Bhubaneswar. Her teaching methods put heavy emphasis on practical simulations and real world case discussions which complement the theory with application.

As the world of corporate is moving towards leadership expectations, culture and employee practicality, the role of HR professionals is becoming the epicenter of managing and keeping the smooth work flow of an organization. Dr. Vaishnavi Gautam's joining the institute has provided us with the perfect leader to guide the way.

The IMI Bhubaneswar community extends its warmest welcome to Dr. Vaishnavi Gautam. We look forward to her valuable contributions in teaching, research and the strengthening of the academic environment of our institution.

# Faculty Achievements

## Beyond Philanthropy Profs. Ray and Pan Reframe Green Finance as Infrastructure for Productivity

Associate Professor Sougata Ray (Finance and Economics) and Assistant Professor Aritra Pan (Information Systems), IMI Bhubaneswar, who step beyond commentary and into architecture-building with their paper, “Mapping and decoding green finance research: themes and topic interconnections using a multi-method approach,” published in the International Journal of Productivity and Performance Management.



This is not another sustainability narrative. It is a structural audit of the field. Through a sharp bibliometric and multi-method lens, they dissect how green finance has evolved—where intellectual capital is concentrating, which themes are accelerating, and how domains like green bonds, sustainable banking, climate risk, and ESG capital flows intersect. The result: a clear map of the ecosystem, not isolated debates.

More importantly, the study reframes green finance as infrastructure for productivity—not philanthropy. It positions financial systems as leverage points for climate-aligned growth and SDG integration. For scholars, policymakers, and institutions, this is more than literature synthesis; it is strategic intelligence for scaling green infrastructure with precision and intent.

## Prof. Rohit Vishal Kumar on the Strategic Risks of Synthetic Media

IMI Bhubaneswar doesn't just applaud scholarship—it signals direction. Associate Professor Rohit Vishal Kumar is carving out a sharp position at the crossroads of marketing and

### Achievements Highlights

#### Reframing Green Finance – Prof. Ray and Prof. Pan

*Positioned green finance as a driver of productivity and climate-aligned economic growth.*

#### AI, Identity, and Trust – Prof. Rohit Vishal Kumar

*Highlighted the risks of deepfakes and the need for stronger ethical and legal safeguards.*

#### Gen AI and Productivity Shift – Dr. Debidutta Pattnaik

*Explored how generative AI is reshaping productivity, markets, and competitive strategy.*

#### Ethical AI Leadership – Prof. Supriti Mishra

*Delivered a keynote emphasizing responsible AI and ethical decision-making.*

#### Global Research Recognition – Dr. Debidutta Pattnaik

*Crossed 5,000 citations and earned global recognition among top scientists.*

#### AI in Sports Analytics – Dr. Manit Mishra

*Showcased how AI and data analytics are transforming sports and performance.*

#### AI in Humanitarian Logistics – Prof. Arkajyoti De

*Advanced global dialogue on AI-driven disaster relief and smarter aid systems.*

strategy and AI ethics. In his News18 piece, “The New Face of Identity: Why India Must Rethink Personality Rights in the Age of AI,” he makes it plain: deepfakes and synthetic media aren't edge cases they destabilize the core trust architecture of modern brands.

He doesn't frame it as an abstract theory. Strip away the jargon, and the point lands hard: when an AI system lifts someone's face or voice without permission, it's not just a technical breach—it chips away at the trust brands survive on.



In markets like ours, where reputation travels faster than regulation and word-of-mouth still shapes buying decisions, credibility is capital. The moment synthetic content blurs what's real, that

# Faculty Achievements

capital starts leaking. This isn't only a courtroom issue. It's balance-sheet risk.

Prof. Kumar calls for precise legal codification and enforceable ethical guardrails—because innovation without accountability corrodes market trust. In doing so, he casts IMI Bhubaneswar as a governance shaper, not a spectator, in the AI era.

## A Structural Break: Why Gen AI Is Rewriting the Rules of Productivity

Assistant Professor Debidutta Pattnaik, who heads Finance and Economics at IMI Bhubaneswar, doesn't let his ideas gather dust in academic papers. When he writes for Orissa Today, he takes classroom economics out into the open placing hard questions about markets and money right where everyday conversations are already happening. His article, "Is Gen AI the Global Disruptor We Didn't See Coming?", cuts through the noise and asks the harder question: what shifts when intelligence itself scales?

keynote speaker at the 6th International Conference on Innovation, Entrepreneurship, and Management for Sustainable Development (ICRIEMSD-2025). The two-day event ran November 6–7 at O.P. Jindal University.

Her session tackled AI and Ethics head-on. As companies rush to implement machine learning without always considering the implications, Prof. Mishra's talk couldn't have been more timely. She pushed beyond surface-level discussions about "responsible AI" to examine what ethical leadership actually looks like when technology moves faster than policy can follow.



The presentation built on work from her Machine Learning book chapter, published through McGraw Hill research that connects academic theory to decisions executives are making right now. The conference drew scholars and practitioners from multiple countries, all wrestling with similar questions about innovation and sustainability. Prof. Mishra's participation demonstrated something IMI Bhubaneswar values: faculty who don't just study these issues but actively shape how the broader academic and business community thinks about them.

## 5,000 Citations and Counting: Measuring the Global Reach of IMI Bhubaneswar's Faculty

	All	Since 2021
Citations	5315	5212
h-index	29	29
i10-index	42	42

IMI Bhubaneswar congratulates Dr. Debidutta Pattnaik, who received the AIMS-ICFAI Best Teacher Award at the 36th AIMS Annual Convention 2025 in Bhubaneswar. It caps off



He treats generative AI not as a trend, but as a structural break. Productivity models are being re-engineered. Financial judgment is increasingly algorithm-assisted. Competitive advantage is moving from ownership of assets to orchestration of intelligence. Innovation cycles are shrinking; cost curves are mutating; value creation is being rewritten in real time.

By situating Gen AI within macroeconomic and institutional logics, he shifts the lens from novelty to strategy less about tools, more about system design.

## Tech Outpaces Policy Prof. Supriti Mishra on the Reality of Ethical AI

Prof. Supriti Mishra recently took the stage as

# Faculty Achievements

what's been an exceptional year for him. In 2025, Dr. Pattnaik's Google Scholar citations crossed 5,000 a benchmark most academics spend entire careers working toward. He also earned the AIMS Best Management Scholar Award and was named among the World's Top 2% Scientists by Stanford University and Elsevier, recognition that places him alongside leading researchers globally.

What makes Dr. Pattnaik's work stand out isn't just the numbers. Over two decades, he's managed to bridge industry practice with academic research in ways that actually matter. His classes don't just cover finance theory they incorporate AI, machine learning, and data analytics that students will use in their careers.

Beyond the classroom, his leadership in faculty and management development programs, plus editorial work for academic journals, continues raising IMI Bhubaneswar's profile in research circles. Well-deserved recognition for sustained excellence.

## Data on the Pitch Dr. Manit Mishra Decodes the Role of AI in Sports at ANZMAC



A moment of pride for IMI Bhubaneswar as Dr. Manit Mishra, Dean of Research & Accreditation and Professor of Marketing, recently represented the institute at the prestigious ANZMAC 29th International Conference, held in Sydney. At the conference, Dr. Manit Mishra delivered an

insightful session on the role of artificial intelligence and analytics in sports, highlighting how data-driven insights are transforming the past, present, and future of the game. Further Dr. Mishra was invited to chair a technical session on marketing analytics and research methods. These honour reflect his academic expertise excellence in research IMI Bhubaneswar is deeply honored by his remarkable achievements.

## Defining the Future of Aid Prof. Arkajyoti De Leads Global Dialogue on Disaster Logistics

IMI Bhubaneswar proudly announces that Prof. Arkajyoti De, Assistant Professor, represented the institute at the POMS India International Conference 2025. This event took place at IIM Sambalpur from 13 to 16 December 2025.



In addition to this achievement, Prof. Arkajyoti De chaired two important technical sessions on "Modelling Fairness in Humanitarian Relief Aid Allocation" and "AI-driven Capabilities and Intelligent Networks for Disaster Supply Chains" as part of the Humanitarian Logistics and Disaster Response track. These sessions led to meaningful discussions about how data, artificial intelligence, and smart networks can improve disaster relief, making it clear and more effective.

Bridging the gap between algorithmic precision and human necessity, Prof. De's work highlights the life-saving potential of modern operations management.

# Leadership Talks

## No PowerPoint, Just Truth Mr. Arnab Das on the Reality of Recruitment

Mr. Arnab Das from MSP Steel & Power Ltd., Kolkata visited IMI Bhubaneswar on November 1, 2025, and students showed up with notebooks full of questions about landing jobs after graduation.

Das has been in talent acquisition for 18 years, working with MSP Steel, Mani Group, Ispat Group, Rashmi Group, and ABC Consultants. He's basically seen every type of candidate walk through interview doors—the overconfident ones, the underprepared ones, and occasionally someone who gets it right.

His session didn't follow any PowerPoint deck. Students asked blunt questions: "Why do we get rejected after three rounds?" "What actually matters on a resume?" "How do we know if we're underselling ourselves?" Das answered each one directly, sometimes uncomfortably so.

He talked about manpower planning from a company's perspective, which skills genuinely create value versus buzzwords people throw around, and why aligning your career path with what organisations need isn't selling out—it's strategic.

The two-hour discussion proved more useful than most career counselling sessions students sit through.

## Beyond Inspiration Theatre a Structural Audit of Entrepreneurial Success



On 15 November 2025, IMI Bhubaneswar had an opportunity to interact with Ms. Sony Samal, Co-

Founder of 72 DPI Skillz not for inspiration theatre, but for strategic clarity. Her Founder's Talk stripped startup culture of its glamour and examined what actually compounds: disciplined experimentation, brand precision, and emotional stamina.

She painted a picture of an entrepreneurship system design under uncertainty, which included breakthroughs engineered through iteration, positioning, and tight feedback loops. In that model, mentorship is leverage, not advice; less about answers, more about sharpening judgment amid ambiguity.

The conversation moved fast brand architecture, leadership in volatile markets, creative endurance when capital and confidence both fluctuate. Each setback became a case study; each pivot, a strategy lesson. No mythology. Just mechanics.

The signal was clear: IMI Bhubaneswar is serious about founder literacy. Not theory in isolation, but frameworks tested against market friction.

## Constructing Social Value Mr. Satyajit Majumdar on the 'Theory of Building

IMI Bhubaneswar had the honor of welcoming Mr. Satyajit Majumdar, Managing Director of TISS Incube Foundation. Mr. Majumdar is an accomplished academic as well as a practitioner with an impressive track record in both academia and within industry. During his time at IMI Bhubaneswar, Mr. Majumdar spoke with professors and doctoral students (FPM) on a variety of topics, including delivering a thought-provoking presentation about developing a theory of building, as well as providing assistance in creation prioritization related to social entrepreneurship, sustainable innovation, community-led projects, and other aspects of creating social value through business.



# Research Knowledge

## When Your Manager is an Algorithm: Rethinking HR for the Gig Era



**Dr. Vaishnavi Gautam**

Work has evolved. HR must evolve faster. I keep circling back to one uncomfortable question: in a world of ride-hailing drivers, delivery partners, freelance coders, and app-based everything, does HR still hold weight or are we dragging a factory-era toolkit into a platform economy?

Step outside the campus and you can see it. Nobody's clocking in at 9 sharp. Nobody's waiting for an annual appraisal meeting in a glass cabin. Ratings update in real time. Training is a YouTube link. The "manager" is often an algorithm nudging, sorting, penalising. The old HR manual - structured induction, linear career paths, hierarchy charts - doesn't just look outdated; it feels misplaced.

My work doesn't try to defend the old model. It asks what survives, what mutates, and what must be built from scratch. If gig workers operate inside code-driven systems, then HR can't simply be trimmed down-it has to be redesigned for that reality. Not recycled policy. Rewired thinking.

In my 2024 study, I identified three shifts. Some HR functions have become obsolete. Others have been recalibrated performance now lives in ratings, reviews, and code. And critically, new mandates have emerged: HR is no longer managing employees alone but entire ecosystems-workers, customers, and algorithms in constant interaction.

My work also explores inclusive and sustainable careers, including neurodiversity and moonlighting. The conclusion is clear: HR is not disappearing. It is transforming. The question is not relevance it is reinvention.

## The Financial Architecture of Industry 4.0



**Dr. Debidutta Pattnaik**

Right now, my core focus is risk—how we assess it, quantify it, and understand its impact on firm performance. As someone deeply rooted in corporate finance, I work across areas like risk analytics, credit management, and investment banking. I strongly believe that what I teach must be research-informed. My classroom should reflect what is actually happening in the financial ecosystem, not what was relevant five years ago.

Over the last four to five years, I have increasingly integrated AI and machine learning into finance research. I specialize in systematic literature reviews, meta-analysis, and topic modeling. Given the sheer volume of research being published every year, it is critical to map the state-of-the-art clearly especially for early-career scholars and policymakers who need direction.

I recently published in the Journal of Economic Surveys, applying topic modeling to decode the intellectual architecture of microfinance cutting through fragmented studies to surface dominant themes and future trajectories. Instead of adding to the noise, the goal was to structure it.

Parallely, I'm working on Industry 4.0 from a finance lens interrogating which KPIs truly enable automation and, more importantly, how that automation translates into measurable firm performance. Technology, in isolation, is hype. Technology linked to financial outcomes that's strategy.

For me, research is not isolated theory. It is about creating clarity, guiding funding priorities, and ensuring finance education remains current and impactful.

# StudentLife

## RANGTAARI

Rangtaari, the cultural festival of IMI Bhubaneswar was celebrated on 9th October 2026 highlighting creativity, music and talent . It was not just an event but a joyful celebration that bought the entire campus together. The music and the dance floor hit the peak when students dressed in colourful ghaghras , kurta's and traditional outfits. Moreover, the decoration and lights add colours to the night. The event kickoff with the traditional Aarti which is followed by Garba Music and dance. The students participated with great enthusiasm, enjoyed every bit of the music and made the night full of rhythm, laughter and positive energy. The audience cheered making the performers Overall, Rangtaari 2025 was a memorable event, full of laughter and making the night worth remembering.



## IDECODE-X by Vishleshan

Vishleshan's DecodeX on October 14, 2024 brought together 30 teams who thought they knew what they were getting into. They didn't. The competition kicked off with PinPoint and Sudoku running simultaneously. Most teams had strong problem-solvers, but dividing attention between two different logic systems while watching the clock? That's where preparation met reality. Half the teams were out before Round 2 even started. The DILR section in Round 2 looked standard until participants opened the question paper. These weren't textbook problems with clean numbers and obvious patterns.



## Student Life Highlights

### Rangtaari – Cultural Celebration

*An evening of vibrant performances, music, and artistic expression that showcased the creative spirit of IMI Bhubaneswar.*

### Decode-X by Vishleshan

*A thrilling challenge that tested analytical thinking and problem-solving skills among students.*

### Diwali Celebration by Cult

*The campus sparkled with festive joy, cultural performances, and the warmth of togetherness.*

### Khel-e-IMI – Annual Sports Fest

*Three days of energy, teamwork, and competitive spirit that brought out the true sportsmanship of IMI students.*

### Dental Camp by Prayas

*A health initiative promoting oral hygiene and preventive care through free dental check-ups for students and the community.*

### Vyapaar Yudh – E-Cell Business Challenge

*A strategic battlefield where students showcased entrepreneurial thinking through business simulation.*

### Madvertising – Marketing Club Event

*Creativity took center stage as students explored the power of branding, advertising, and innovation.*

### OPxcelerate – Operations Club Challenge

*An exciting test of operational strategy, teamwork, and real-world problem-solving abilities.*

### Menstrual Hygiene Drive by Prayas

*An impactful outreach promoting awareness, health, and dignity while empowering women in the community.*

### Mock IPL Auction – Finance Club Event

*Students stepped into the shoes of team owners, mastering bidding strategies and financial decision-making.*

### Blood Donation Drive by Prayas

*A meaningful initiative where students came together to contribute towards saving lives and serving the community.*

### InfPhoenix – Annual Fest of IMI Bhubaneswar

*A grand celebration of culture, sports, and business, bringing together talent, competition, and vibrant campus spirit.*

Brain teasers layered on top meant constant recalibration of approach. Getting answers right mattered, but finishing on time mattered more. Finals ditched theory completely. Teams got Excel files full of inconsistent data entries, missing values, and zero structure. Build a dashboard, they were told. Figure out what metrics matter, clean this mess up, and make it boardroom-ready. DecodeX wasn't about testing what students memorized. It measured whether they could actually do the work that data roles demand messy problems, tight deadlines, real stakes.

## Diwali

IMI Bhubaneswar celebrated the festival of Diwali by lighting the college walls and the floors with the beautiful and bright diyas and candles. The lamp further added the light of the festival spreading the spirit of hope, joy and positivity across the campus . Diwali known as the festival of lights symbolizes new beginnings, happiness and victory of light over darkness. The campus looked more beautiful when everyone dressed up in the traditional outfits and actively participated in the games and performances. The festival started with Puja followed by late night performances.

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## Khel-e-IMI

Khel-e-IMI is a legacy event of IMI Bhubaneswar that has been organized annually for the past seven years. Continuing this proud tradition, the event was once again conducted this year under the title Khel-e-IMI 7.0, bringing students together to celebrate sportsmanship, teamwork, and competitive spirit. The Sports Committee of IMI Bhubaneswar organized Khel-e-IMI 2025 7.0, which brought three unforgettable days full of energy, excitement, and team spirit to the campus. The event saw students from four clans come together to compete in ten different sports, creating a lively and competitive atmosphere across the institute. From the loud cheers on the cricket ground to the fast-paced action on the basketball court and the intense rallies in volleyball, every game kept the crowd engaged. The tug of war events stood out as true tests of strength and unity, where teams pulled together with full determination and spirit. Students supported their clans with enthusiasm, making the campus vibrant and full of life. More than just a sports competition, Khel-e-IMI 2025 became a celebration of friendship, teamwork, and shared memories that will be remembered long after the final whistle.



students to follow dental care regularly. The camp received the participation of a team of specialist doctors from SUM Hospital, who were led by Dr. Upasana Dhar (BDS, MDS, Assistant Professor, IDS) and Dr. Debasruti Nayak (BDS, MDS, Assistant Professor, IDS), and working alongside Dr. Debasruti Nayak (BDS, MDS, Assistant Professor, IDS). All three of them were giving dental check ups, minor tests, and instructions on how to take care of the mouth and teeth. As expected, students were very keen on the participation and thus, they were benefited by the expert advice as well as the detection of hidden dental problems at the outset. Hence, the camp was a giant leap towards an educated and healthy campus community. IMI Bhubaneswar's Prayas Committee through such meaningful projects is continuing its dedication towards student welfare and wellbeing.



## Dental Camp by Prayas



On the day of Saturday, 8th November 2025, Prayas Committee of IMI Bhubaneswar by taking the lead in student health and overall wellbeing organised a free Dental Health Check up Camp from 10:00 AM to 1:00 PM at the TT Room. The purpose of this step was to raise awareness about the significance of oral health and to motivate

## Vyapaar Yudh: Turning Monopoly into a Business Battlefield



Vyapaar Yudh was organised by E-cell on 19th November, with the objective of encouraging entrepreneurial thinking among students. The event used a famous Monopoly board game to simulate real-world business decisions among students. The game started where

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students had to play the game in a group of 4 members. The round consist of 20 mins where at start each member was given 5000 monopoly cash, and they have to use this cash to buy properties in the game (i.e Mumbai, Delhi etc.), at the end of the round winner proceed to the final round which of 25 mins with the same rule. The competition concluded with Lucky Srivastava emerging as the winner, showcasing exceptional decision-making skills.



## Madvertising: An Innovative Marketing Challenge



The marketing club of IMI B organised Madvertising on 20th November which highlighted creativity in marketing and advertising. Students participated in the team of three members, where each of the three rounds tested different marketing and advertising skills. In the first round, teams have to guess which celebrity. The winning team advanced to the second round where one team member wore headphones with loud music playing and had to guess brand taglines spoken by their teammates. After this final round starts, which added a sensory twist, where team members had to taste a product blindfolded and then guess which brand it belongs to. This first of its kind event created a great amount of engagement and buzz among the students.

## OPxcelerate: From Strategy to Simulation

Cynosure, the Operations Club of IMI Bhubaneswar, organized an exciting event titled OPxcelerate 2025 The Ultimate Ops Challenge, designed to test core operations concepts through interactive and practical rounds. The event created a lively atmosphere on campus, with teams competing in a fast-paced simulation that challenged their knowledge, teamwork, and decision-making abilities. The competition consisted of three engaging rounds. It began with Crossword Clash, where participants solved operations-related clues under time pressure, testing their basic concepts and quick thinking. The second round, The Assembly Line Challenge, required teams to build a functional catapult using limited materials, simulating real-world production, and emphasizing coordination and efficiency. In the final round, The Operations War Room, teams managed resources, budgets, and logistics while responding to sudden disruptions.



## Breaking Taboos: Menstrual Hygiene Drive by Prayas



IMI Bhubaneswar organised a menstrual hygiene and cleanliness drive by distributing sanitary pads in the neighborhood. The main theme of this student-led initiative was to make sanitary pads available for those who are deprived of it, as well as educating women and young girls about menstrual health and safe practices. By conducting this drive in the rural areas of Bhubaneswar, the Prayas Committee is addressing the cultural and social taboos around menstruation along with inculcating the mindset of "Prevention is better than cure".

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Overall, the initiative contributed significantly to women's empowerment by increasing awareness, building confidence, and ensuring access to basic health resources. At the same time, it created valuable leadership and experiential learning opportunities for Prayas Committee students and strengthened the partnership between the institution and the surrounding community.



## Mock IPL Auction: A Game of Strategy and Finance



The Fintellect Club, the Finance Club of IMI Bhubaneswar, successfully organized a wonderful Mock IPL Auction that brought together the excitement of cricket and the principles of finance in

a single engaging event. The event promises to bring the thrill of a real IPL auction to students, combining the excitement of cricket with the strategic thinking of finance. In this unique activity, participants took on the role of team owners. They analysed player performances, managed limited budgets, and competed with other teams to build the strongest possible squad. The fast-paced bidding, smart decision-making, and competitive spirit are expected to create an energetic and engaging atmosphere across the campus. The Mock IPL Auction is not just about cricket; it is also an opportunity for students to apply financial concepts in a fun and practical setting. It encourages teamwork, strategic planning, and quick thinking under pressure.



## Prayas Organises Blood Donation Camp at IMI Bhubaneswar



A blood donation camp was held in IMI Bhubaneswar on 24 November 2025 and it was led by the Prayas Committee. The event was conducted in collaboration with Mission Raktadaan. This drive stands as a clear demonstration of a culture of empathy as 80 donors, including students, faculty, staff and visitors from other colleges, voluntarily came forward and each donor contributed 300 ml blood to a cause of saving lives and supporting the wider community. This initiative provided vital blood supplies to the hospitals and helped replenish blood banks. The execution of the donation process was done under the supervision of trained medical professionals and they ensured safety and hygiene measures at every step.



After donation, all the participants were given time to rest and then were provided with the refreshment to boost recovery. The volunteers did an exceptional job in carrying through the whole event efficiently and assisting medical staff as well as to all the participants. At the end this drive brought people together, where a simple act of helpfulness yielded into a much larger gesture of kindness.

# StudentLife

## InPhoenix: Powering the Campus with Festive Energy

IMI Bhubaneswar hosted its annual flagship festival InPhoenix 2025 with immense joy and on a grand scale from 5 - 7 December 2025. The festival was a showcase of student life in all its glory. It was marked by three main events: Phronesis, Jazbaa and Sparx. Phronesis, a cultural festival, through its variety in music, dance and other art forms cast a spell on the audience. Soon the whole event was bubbling with energy, excitement and smiles brought about by classy performances of artists. Besides the various cultures, the festival also had a special highlight, a live concert by Ankita Bhattacharyya, which gave tremendous energy and excitement to the whole event.



bid just like it was in real life. Besides, experiencing the storyline of an auction, they could also feel the joy of a simulated match performance. There were a lot of ways in which students were motivated to generate ideas and share brilliant social entrepreneurship concepts through the Impact Innovators Challenge. The challenge was only one of them. It created a positive and sustainable impact on the minds of the judges. InPhoenix 2025 was the event that created charm and excitement in the students and gathered participants from across India which proved to be a great success.



Jazbaa, the sports festival, really brought the campus spirit alive and games were very challenging thus had a very high level of stress and energy in them. Teamwork, spirit and sportsmanship were the qualities tested, all of which contribute to a competitive edge of the event. The annual business fest SPARX XXV, had a number of thrilling contests that aimed at uncovering the participants' strategic thinking and innovative abilities. Mock IPL Auction was one of the prominent events that marked the spotlight. Participants got a chance to plan and



# Outreach & Training

## HR Conclave: Bridging Academia and Industry



Prominent speakers from top organizations such as Network18, Accenture, Tata Steel, CureFit, Razorpay, Zepto, HSBC, NALCO, Microland, Grant Thornton INDUS, and TE Connectivity shared their experiences and practical insights. The discussions emphasized the growing role of empathy in leadership, adaptability in careers, ethical decision-making, digital transformation, and creating inclusive, people-focused workplace cultures.



IMI Bhubaneswar successfully hosted the HR Conclave 2025 on 10 and 11 October. This event marked an important step in its efforts to connect academia and industry. The two-day conclave brought together industry leaders, senior HR professionals, academics, and students to discuss the changing work landscape, focusing on people, technology, trust, and culture.

The conclave included keynote addresses and three engaging panel discussions that examined key themes in modern human resource management. Sessions like “The Human Edge: Leading Talent in a Tech-Driven World,” “The Empathy and Technology Equation: Transforming HR for Tomorrow,” and “The Culture Code: How Organizations Build Identity That Sticks” helped participants understand how human values and technological progress must work together to create lasting organizations.

A key takeaway from the conclave was the reaffirmation that while technology keeps changing work processes, human potential remains essential for organisational success. The event gave students valuable exposure to real-world HR challenges and strategies, allowing them to connect what they learned in the classroom with industry practices.

The HR Conclave 2025 highlighted IMI Bhubaneswar’s commitment to preparing future-ready management professionals and promoting meaningful conversations about the future of work.

# Outreach & Training

## Interview Preparation Workshop: Strengthening Interview Skills

On November 8, 2025 Board Infinity, along with the Competition and Placement Preparation Committee (PPC) of IMI Bhubaneswar, organized an Interview Preparation Workshop for first year students. The session which featured students and seniors was aimed at preparing students to get placed and equipping them with the essential interview skills.

The workshop was conducted by Mr. Chinmay Ingole (Coach at Board Infinity).

Sharing interview strategies and communication was the key focus of the workshop. The post-workshop student response was enthusiastic.

It fosters a growth mindset among the students indicating both the commitment of IMI Bhubaneswar towards developing skills towards becoming successful professionals and creating opportunities for their career development.

## IMI Bhubaneswar Conducts Executive Training Program for TPCODL Executives

IMI Bhubaneswar successfully inaugurated the Executive Training Program on “Developing Customer Centricity for Effective Customer and Stakeholder Management” for Tata Power Central Odisha Distribution Limited (TPCODL). The program aims to strengthen customer-focused competencies.



The inauguration of the program was graced by Prof. P. C. Biswal (Director, IMI Bhubaneswar), Mr. Dushyant Kumar Tyagi (Chief Operating Officer, TPCODL), Mr. K. Rabi Kumar Achary (Head HR, TPCODL), and Mr. Shyam Sundar Choudhary (Chief of Business HR, Tata Power Odisha Discoms), along with faculty, staff, and participating executives. The program talks about the growing importance of customer centricity and the need for continuous learning for customer-facing teams. After attending this program TPCODL executives now have proper understanding about Customer Centricity.

## National Alumni Meet: Bridging Past and Present

On 12th December 2025, IMI Bhubaneswar hosted The National Alumni Meet 2025 at the campus. This meeting at IMI Bhubaneswar campus was a warm and interactive meet where current batches of IMI Bhubaneswar were given a chance to express their opinions, doubts and thoughts with their seniors. From the first batch to the final year students, everyone participated and attended the meet with enthusiasm and yearn to learn from their experience. Alumni reconnected with their old friends, staff members and faculties reviving back the old memories filled with laughter, stress and golden days.

# Outreach & Training



The overall experience built the atmosphere of nostalgia among the students. The senior guidance, their experiences and their lessons contributed a lot to shape the students towards achieving success.

From academic talk to golden hostel days, the event provided a wonderful platform and had a major contribution to inspire the future leaders. Thus, The national Alumni talk was more than just a reunion making the bond long lasting.



## STUDENT ARTICLES

### Impact on the Stock Market from the Union Budget in 2026: Market Volatility and the Securities Transaction Tax (STT) Refine Market Strategy

The Union Budget 2026 stock market impact unfolded instantly and decisively. The BSE Sensex experienced one of its sharpest intraday declines in over six years on Budget day, ranging from 2 to 3 percent. This highlights the significance of dynamic asset rebalancing and event-driven risk buffers during fiscal announcements for fund managers.



**Ayushman Pranav**

Within hours, key technical support levels were breached by the Nifty 50, accelerating algorithmic selling pressure. Trading desks must therefore recalibrate stop-loss systems and volatility thresholds to prevent amplified drawdowns in high-uncertainty windows.

The rise in the Securities Transaction Tax (STT) and market volatility were significant triggers.

## STUDENT ARTICLES

India's VIX increased by 8 to 11 percent, indicating higher risk pricing. To preserve portfolio resilience, risk teams must recalibrate capital allocation for volatility regimes.

The revised Securities Transaction Tax (STT) lifted derivatives costs by 20–30%, compressing trading margins; institutions must tighten execution efficiency and redesign hedging structures.

Macro anchors remain despite the significant impact of the Union Budget 2026 on the stock market. The fiscal deficit remains near 4.5% of GDP, reinforcing stability and supporting sustained capital deployment, especially in infrastructure and cyclical plays.

Domestic institutions absorbed supply despite foreign investors withdrawing billions of dollars, indicating robust internal liquidity.

The Union Budget 2026 stock market impact is essentially a reflection of STT revisions' short-term volatility, while medium-term fundamentals continue to direct strategic positioning.

### Entrepreneurship: Turning Problems into Possibilities

What is Entrepreneurship? Is it just about startups? Or only about raising money? Or is it about building a much stronger foundation for one's own nation? What is it really about?

Entrepreneurship may be, at its core, about building your own business, but that is not all it is. It is much more; it helps one become independent, more self-reliant and it is about mindset, a way one starts looking for an opportunity in every adversity, every problem becomes a chance to build something new, it gives life to innovation.



**Agnivesh Tiwari**

For me, entrepreneurship is not just about profits or valuations. It is about purpose. It is about stepping into areas where solutions are needed the most, and in India, one of the biggest sectors demanding attention is farming. We recently went to a village named Bhitarkanika for our Social Immersion Program, and we learned about various problems that our farmers are facing. I don't want to sound like an opportunist, but I could see tremendous potential for innovations and businesses that could very much solve the problems of our Hardworking farmers.

Our farmers work tirelessly, yet they face problems like unpredictable weather, rising input costs, lack of storage facilities, poor access to modern technology, and unstable market prices. These are not just agricultural issues; they are national issues. If farming becomes stronger, rural India becomes stronger, and when rural India grows, the nation grows. These problems aren't something new, solutions for such problems already exist, we just need the right vision and knowledge to employ these solutions.

Entrepreneurship is not just an idea, a spark from within that just needs to come out, and it can make the lives of these farmers so much better. They are being forced to sell their organic products like bitter gourd for mere 30 rupees to middlemen. One can simply build an app and a required logistics network and connect them directly to customers, it solves their problem, and in the process, one can also make a living for them as well.

So, entrepreneurship is not the next great idea after Apple or AI; it can be as simple as building a solution to the simplest of problems.

# Faculty Article

## Reputation Capital: The Emerging Currency of Employability



**Dr. Vaishnavi Gautam**

For decades, employability was anchored in credentials, experience and performance in formal evaluations. Career progression followed a visible sequence of achievement and validation. The resume served as the primary currency of professional exchange, presenting capability in a structured and time-bound format. Today, however, opportunity is shaped not only by declared achievements but by the accumulated perception of credibility that surrounds them. That accumulation is reputation capital.

Reputation capital is a form of value generated through consistent and observable professional conduct. In digital and networked environments, individuals leave traces through conversations, collaborations, endorsements, critiques and affiliations. Over time, these traces consolidate into patterns and it is these patterns that shape how credibility is interpreted, often well before any formal evaluation occurs. Unlike qualifications that are earned at discrete moments, reputation capital accumulates and compounds. It is strengthened through continuity across contexts and sustained over time. A single achievement may open a door; sustained coherence is what determines whether it continues to open new ones. Reputation capital is distinguished by alignment.

It reflects the consistency between what professionals claim and what their behavior demonstrates. When values expressed align with decisions made, credibility strengthens. When expertise communicated matches depth of contribution, trust deepens. When disagreement is handled with clarity and restraint, judgment becomes visible. These signals may seem minor in isolation, yet together they construct a durable perception of reliability.

Organizations increasingly interpret such consistency as evidence of judgment. Skills can be developed and experience accumulated but judgment is inferred through longitudinal behavior.

Reputation capital therefore signals qualities that are difficult to measure directly, including discernment, ethical steadiness, and intellectual seriousness. It also operates relationally. Professional credibility is reinforced or weakened by networks of association. Trust circulates through connections and reputation is partly shaped within those relational structures. At the same time, reputation capital cannot be reduced to visibility alone. Presence does not guarantee substance, and absence does not imply deficiency. For organizations, this requires disciplined evaluation that distinguishes performance from projection. For individuals, it reinforces that reputation capital cannot be manufactured superficially. It is earned through sustained alignment between word and action.

Its significance lies in its cumulative nature. Traditional systems emphasized episodic performance. Reputation capital privileges continuity. It builds gradually, often without notice, and compounds through repeated consistency. It can elevate opportunity without overt signaling, and it can diminish rapidly when coherence breaks. Because it accumulates across time, it becomes increasingly influential. As professional environments grow more transparent and interconnected, reputation capital is likely to shape long-term career resilience. When behavioral patterns are visible and digital memory is enduring, credibility evolves into a strategic asset rather than a peripheral advantage.

A resume records milestones whereas reputation capital reveals the integrity that sustains them. The future will not be defined solely by what individuals accomplish but by what their consistent conduct signals over time. In an era marked by visibility and traceability, reputation capital may influence not only access to opportunity, but the longevity and depth of one's professional legacy.

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